





# Recruitment rules for the 1st edition of the "SEA-EU Ambassadors" Program within the SEA-nergy Project

#### **BASIC INFORMATION**

#### Name

"SEA-EU Ambassadors" Program

## Goal

The initiative aims to engage two students from the University of Gdańsk in the life of the SEA-EU community. Their tasks will include promoting the activities of the alliance, participating in management bodies and international meetings, supporting international students, and conducting marketing activities. Through the program, the ambassadors will develop communication, marketing, and organizational skills and gain their first experiences in international cooperation.

More about the SEA-EU project <a href="https://sea-eu.org/">https://sea-eu.org/</a>

## Form and duration of the initiative

The 1st edition of the program will be conducted in a hybrid format at the University of Gdańsk from April 10th, 2025, to April 10th, 2026.

## **Program**

Month I – Introduction and trainings

- Organizational meeting with program supervisors
- Training on the mission and goals of SEA-EU
- Workshops on intercultural communication and international integration













- Training on social media management and event promotion
- Assignment of initial tasks

# Months II-XI – Promotional activities, support for the SEA-EU Project Office activities

- Representing UG students at SEA-EU governing body meetings
- Participation in the SEA-EU Student Council
- Creating content to promote SEA-EU (posts, videos, stories)
- Organizing informational events for UG students
- Supporting new international students in academic and cultural adaptation
- · Participating in consultations for students regarding SEA-EU initiatives
- Organizing an informational campaign about the alliance's initiatives

# Month XII – Evaluation of the 1st edition of the Program

- Summary of activities and assessment of the program's outcomes
- Preparation of the final report for the 1st edition of the program
- Handover of experiences and tasks to the ambassadors of the 2nd edition

# Set of learning outcomes (competencies):

- 1. Understanding the mission of the EU Universities program
- 2. Ability to collaborate with international university units
- 3. Development of communication skills
- 4. Conducting promotional and marketing activities in higher education

## Learning outcomes:

## • Knowledge:

The candidate

- 1.1 Knows the history and circumstances of the creation of the European Universities Union program
- 1.2 Has general knowledge about the University of Gdańsk units related to internationalization
- 1.3 Understands the importance of communication tools for effective interaction
- 1.4 Knows the basic principles of academic marketing

## • Skills:

The candidate

- 2.1 Can present the mission of the European Universities program
- 2.2 Explains the main goals of the internationalization strategy of University of Gdańsk
- 2.3 Can create engaging promotional content
- 2.4 Organizes informational campaigns

# Social Competences:

The candidate

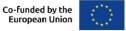
- 3.1 Is ready for public speaking and presentations
- 3.2 Takes on the challenge of selecting the right communication channels and promotional













tools for the set objectives and target group

- 3.3 Effectively participates in undertaking and executing group project tasks
- 3.4 Is aware of the importance of clear and precise communication

# **Criteria for learning outcomes**

# The candidate:

Learning outcome	Verification criteria	Verification method
1.1. Knows the history and	1.1.1. Knows the goals of the	Test
circumstances of the creation	European Universities	
of the European Universities	program. Knows the structure	
Union program	of the SEA-EU alliance	
1.2. Has general knowledge	1.2.1 Knows the tasks of	Test
about the University of Gdańsk	various units at the University	
units related to	of Gdańsk related to	
internationalization	internationalization	
1.3. Understands the	1.3.1 Analyzes the	Test
importance of communication	effectiveness of different	
tools for effective interaction	communication channels in the	
	academic context.	
	1.3.2 Demonstrates knowledge	
	of communication tools	
	tailored to the target audience.	
1.4. Knows the basic principles	1.4.1 Lists the key principles of	Test
of academic marketing	academic marketing.	
	1.4.2 Analyzes examples of	
	promotional strategies of	
	higher education institutions.	
2.1 Can present the mission of	2.1.1 Can present the mission	Test
the European Universities	in a way tailored to different	
program	target audiences.	
	2.1.2 Justifies the importance	
	of the program for European	
	higher education	
2.2 Explains the main goals of	2.2.1 Provides examples of	Test
the internationalization	activities implementing the	
strategy of University of	internationalization strategy of	
Gdańsk	UG	
2.3 Can create engaging	2.3.1 Demonstrates ability to	Test
promotional content	apply principles of copywriting	
	and storytelling.	
	2.3.2 Evaluates the	
	effectiveness of its content	













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	based on audience	
	engagement	
2.4 Organizes informational	2.4.1 Plans promotional	Test
campaigns	activities in line with defined	
	objectives	
3.1 Is ready for public speaking	3.1.1 Prepares and presents a	Test
and presentations	presentation on	
	internationalization.	
	3.1.2 Demonstrates confidence	
	and effective presentation	
	techniques.	
3.2 Takes on the challenge of	3.2.1 Selects communication	Test
selecting the right	channels appropriate for the	
communication channels and	audience and content.	
promotional tools for the set	3.2.2 Justifies the choice of	
objectives and target group	promotional tools and	
	methods.	
3.3 Effectively participates in	3.3.1 Collaborates with others,	Test
undertaking and executing	demonstrating negotiation and	
group project tasks	compromise skills.	
	3.3.2 Meets deadlines and	
	supports the achievement of	
	common goals.	
3.4 Is aware of the importance	3.4.1 Formulates messages	Test
of clear and precise	that are clear and appropriate	
communication	for the audience.	
	3.4.2 Avoids ambiguity and	
	simplifies complex content	
	when necessary.	

## **REQUIREMENTS FOR THE INITIATIVE**

# **Program participants**

The program is open to persons with valid UG student status who are in their first and second year of undergraduate and unified master's studies, as well as in their first year of second degree studies. The candidate is required to provide its current student status at the University of Gdańsk on the day of applying for the recruitment process and for the entire duration of the program. Recruiters may not apply for or pursue overseas mobility while on any kind of leave. The participant must declare a minimum English language proficiency level of B1.

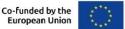
The program will be conducted in a hybrid format. Participants are required to have access to the internet, as well as a laptop with a functional audio system (speakers/headphones and a microphone) and a camera.













### Recruitment

The recruitment process for the program will be conducted in two stages.

# Stage I: until March 21st, 2025

In Stage I, the candidate is required to complete a special registration form at <a href="https://forms.office.com/e/d2zVxyCf1W">https://forms.office.com/e/d2zVxyCf1W</a>. One of the elements of the form is a CV and a cover letter. The cover letter should include the candidate's activities, interests, and skills that are directly or indirectly related to the responsibilities of a SEA-EU ambassador. This may include, for example, additional language skills, experience in public speaking, managing social media, or creating audiovisual materials. The form must be completed and submitted by March 21st, 2025.

# **Recruitment criteria for Stage I:**

1	Formal criteria	Fulfilled
	student status of 1st and 2nd year of undergraduate and unified	
	master's studies, as well 1st year of second degree studies	
	Complete application	
2	Substantive Criteria	Scoring
	Substantive evaluation of the cover letter justifying the candidacy	0-10
	Evaluation of practical experience in marketing and promotion	0-10
	Evaluation of additional activities, interests, and skills of the student	0-10

# **Results of Stage I recruitment**

The committee responsible for verifying and evaluating the applications is required to prepare a ranking list, which will include a list of qualified candidates, reserve candidates, and those who did not meet the criteria. All individuals participating in the recruitment process will be individually informed of the results via email **by March 25th, 2025**. The list of selected candidates will also be available on the website: <a href="https://sea-eu.ug.edu.pl/aktualnosci/">https://sea-eu.ug.edu.pl/aktualnosci/</a>.

# Stage II: March 26th – April 3rd, 2025

Candidates who submitted a complete set of required documents and scored the highest in Stage I will be qualified for Stage II. Stage II will consist of interviews conducted between March 26th and April 3rd, 2025.

The two individuals who obtain the highest number of points during the II stage will be invited to the program.

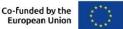
1	Formal criteria	Fulfilled
	Attendance at the interview	
2	Substantive Criteria	Scoring
	Knowledge about the SEA-EU program and the internationalization of	0-10
	universities	
	Knowledge of academic marketing and promotional tools	0-10













Knowledge of the English language	0-10
Communication skills	0-10

#### **Results of Stage II recruitment**

The committee responsible for verifying and evaluating the applications is required to prepare a ranking list, which will include a list of qualified candidates, reserve candidates, and those who did not meet the criteria. All individuals participating in the recruitment process will be individually informed of the results via email by April 4th, 2025. The list of selected candidates will also be available on the website: <a href="https://sea-eu.ug.edu.pl/aktualnosci/">https://sea-eu.ug.edu.pl/aktualnosci/</a>.

#### **RULES FOR PROVIDING SUPPORT**

During the 1st edition of the program, from April 10th, 2025, to April 10th, 2026, the ambassadors will be engaged under a civil contract. The hourly rate for the project is 45 PLN gross, with an average monthly engagement of 20 hours as planned in the project. The monthly salary will be adjusted according to the number of hours worked.

#### Documentation before the initiative

Those who are qualified to hold the initiative are required to:

- complete the online pre-test, which will assess the level of knowledge and skills related to the course topic that participants have before starting the course,
- register on the NAWA platform to confirm the participant's eligibility for the project,
- complete the necessary documents required for settling the civil contract.

#### Documentation after the initiative

Those who complete mobility are required to:

 Complete the online post-test, which measures the participants' knowledge and skills after the course has been completed.

# Completion of the training/course

Those who, according to the test, have improved their competencies during their participation in the "SEA-EU Ambassadors" program will receive a certificate and a reference letter.

# Contact to Coordinator: seaenergy@ug.edu.pl

The initiative is being implemented as part of the project "Support for Synergistic and Complementary Actions of the SEA-EU 2.0 Project – SEA-nergy," which is part of the NAWA program "Support for European University Alliances" funded by the European Social Development Funds.



